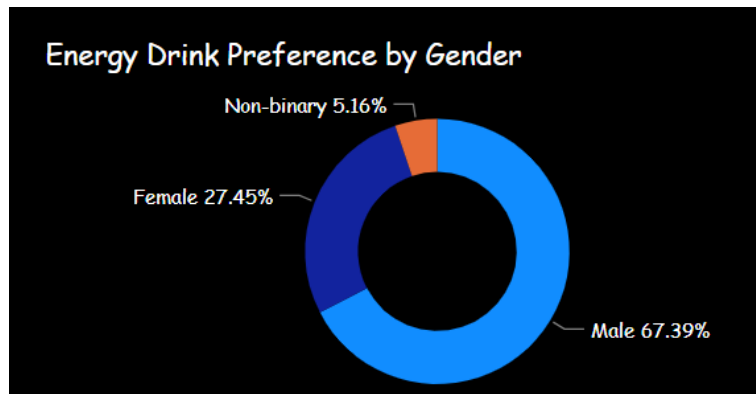


Executive Summary:

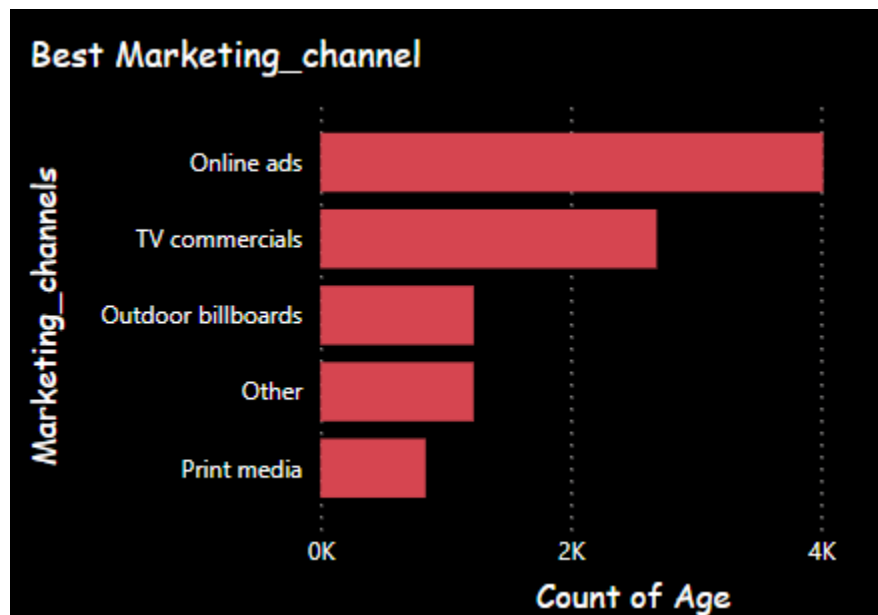
This report delves into the key insights gleaned from a comprehensive market analysis of the energy drink industry. We explore demographic preferences, marketing strategies, consumer behavior, and brand perception to identify potential areas for growth and development.

Primary Insights:

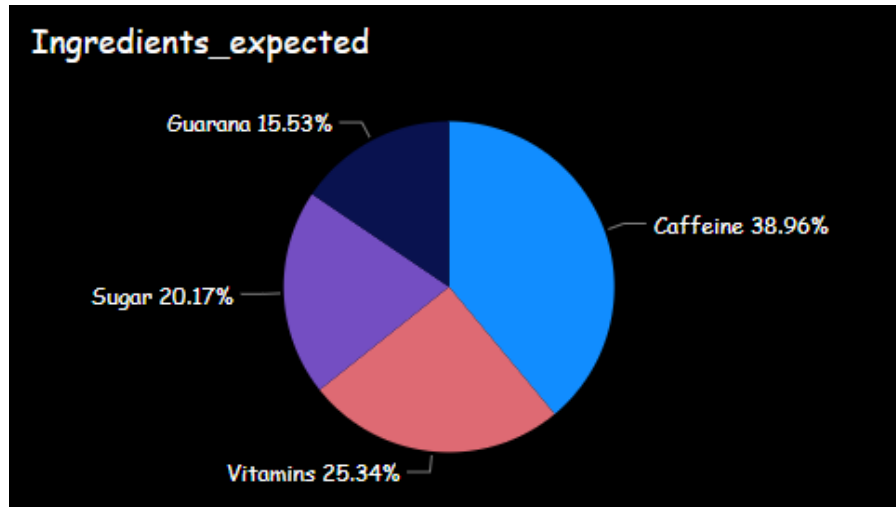
- **Demographics:** Males in the 19-30 age group dominate the energy drink consumer base.



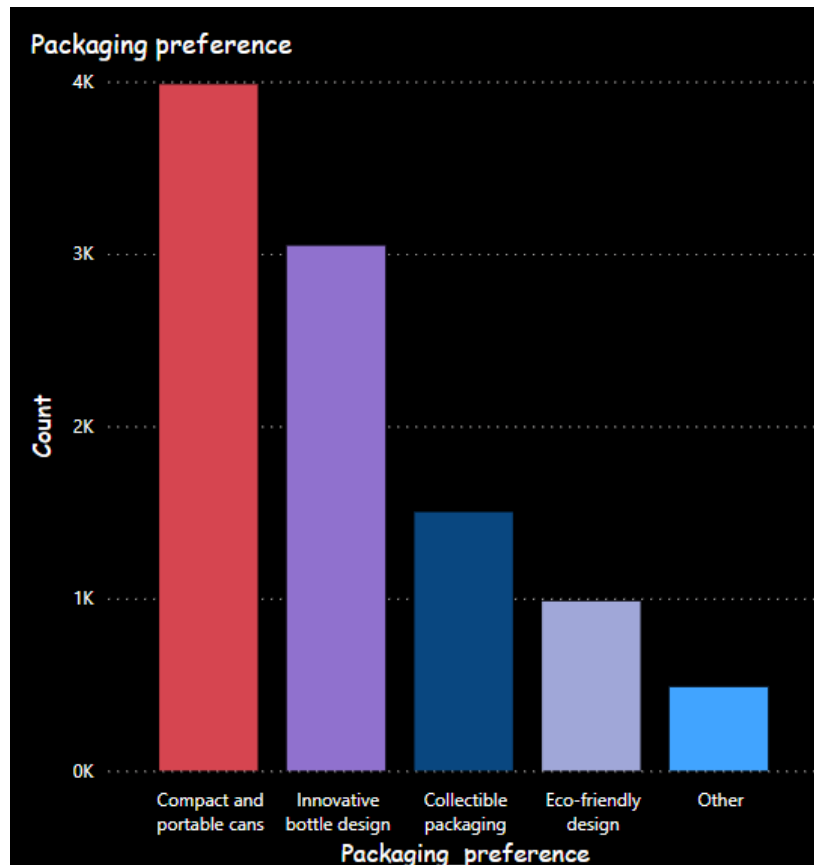
- **Marketing Reach:** Online advertising reigns supreme, surpassing TV commercials in effectively reaching the young demographic.



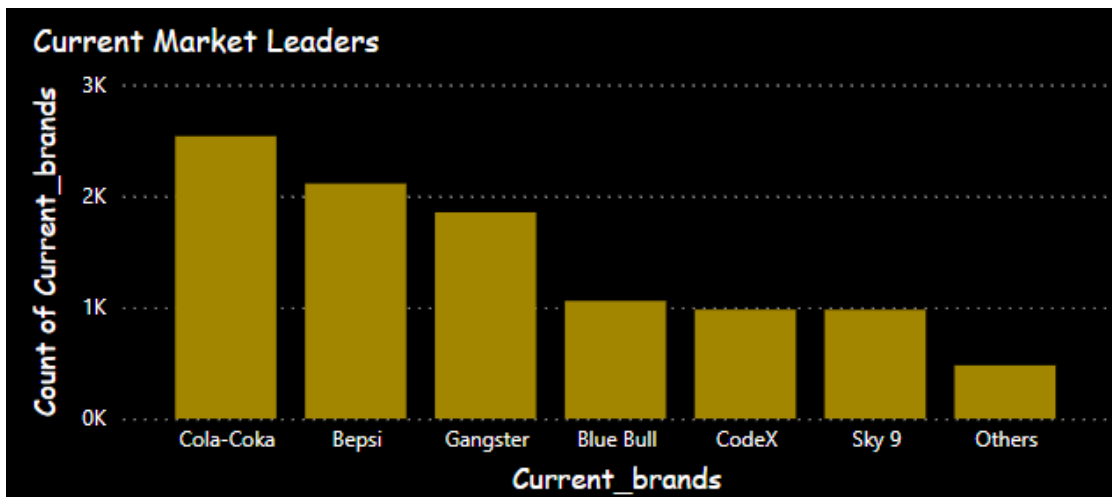
- **Ingredient Preferences:** Caffeine reigns king, followed by vitamins and sugar as the most sought-after ingredients.



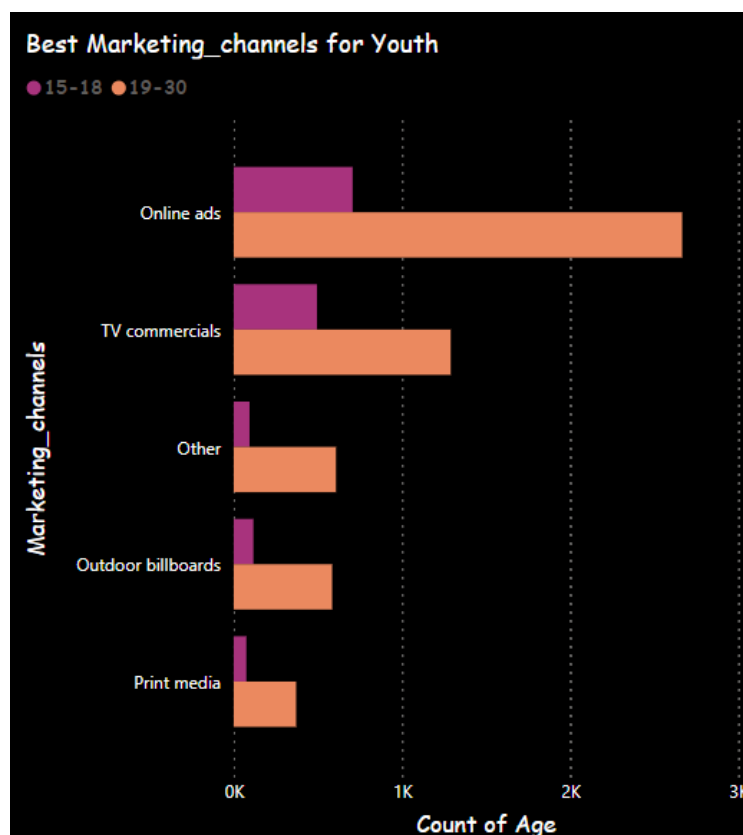
- **Packaging:** Compact and portable cans, along with innovative bottle designs, are the preferred packaging choices.



- **Market Leaders:** Coca-Cola, Pepsi, and Gangster hold the top spots, with brand reputation significantly influencing consumer preference.

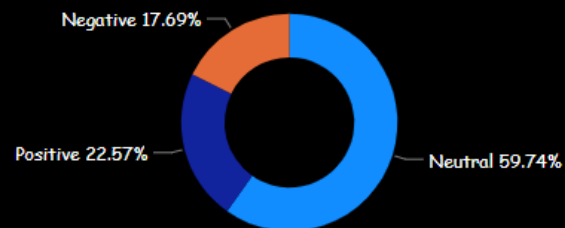


- **Brand Awareness:** Online marketing channels are crucial for reaching younger audiences and fostering brand recognition.

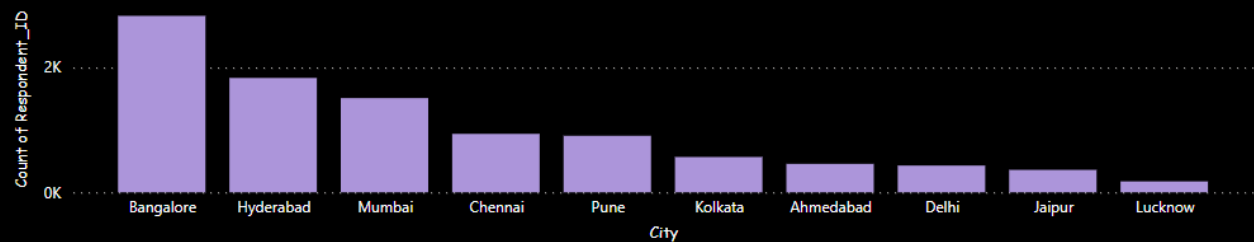


- **Brand Perception:** There's room for improvement, with an average rating of 22.57% out of total respondents. Cities like Ahmedabad, Jaipur, and Lucknow require targeted strategies to enhance brand perception.

Brand Perception

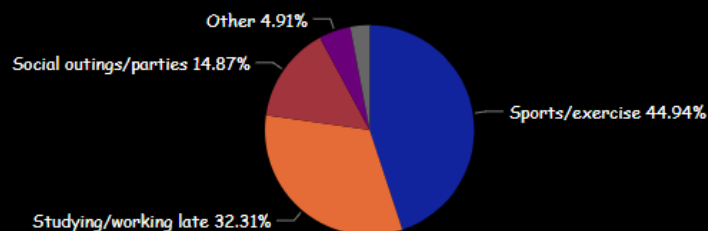


City and Respondents

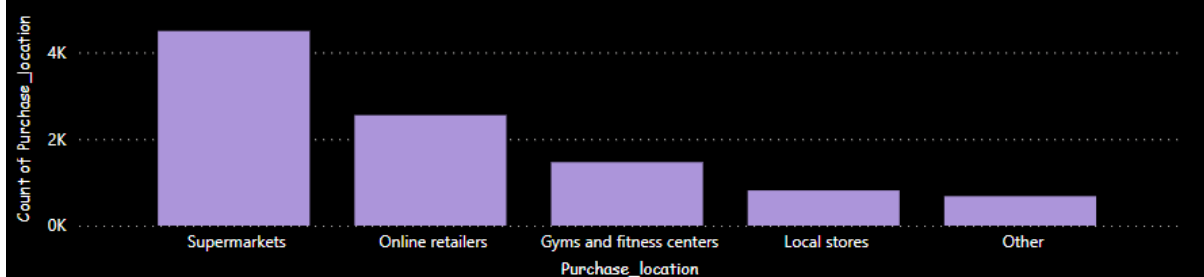


- **Purchase Behavior:** Supermarkets are the go-to purchase locations, with consumption primarily occurring before/after sports, exercise, and late-night study/work sessions.

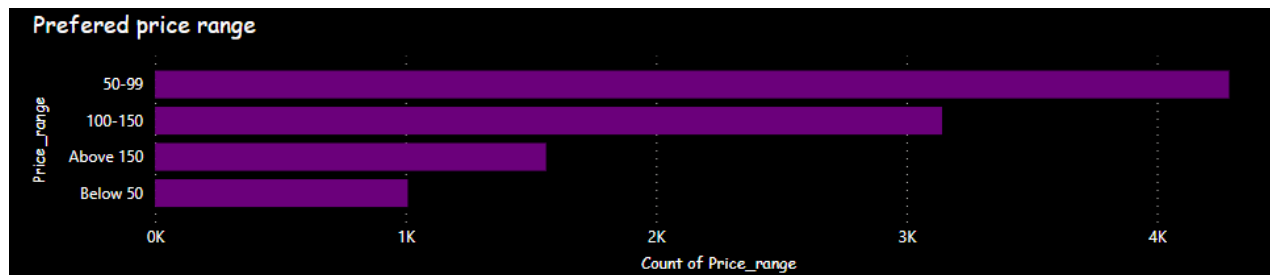
Typical_consumption_situations



Purchase_location

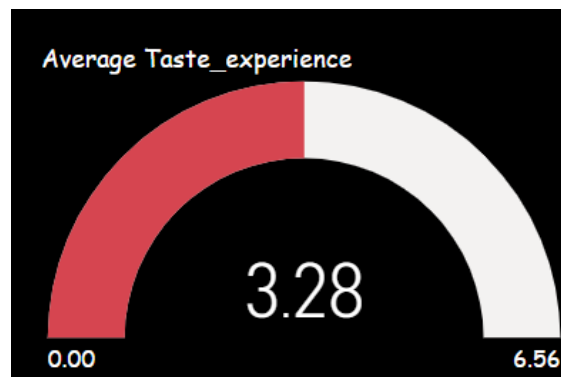


- **Pricing Influence:** The 50-99 rupee price range and limited-edition packaging heavily influence purchase decisions.

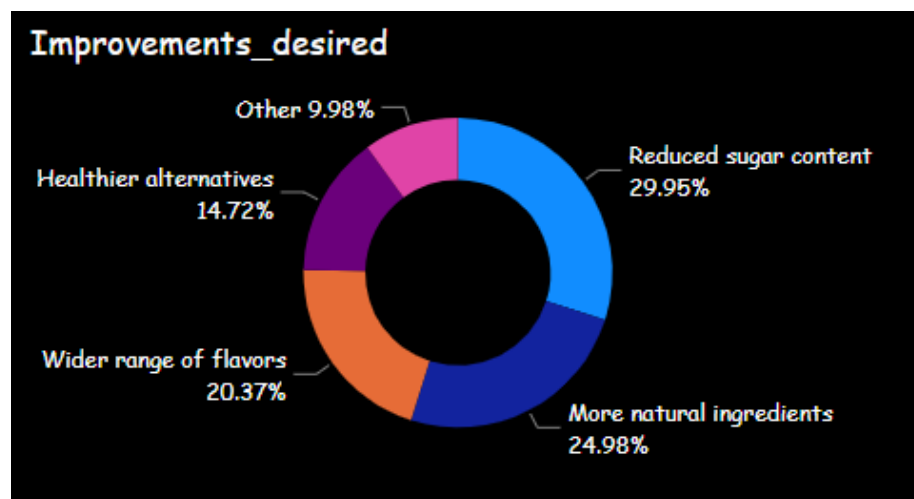


Secondary Insights:

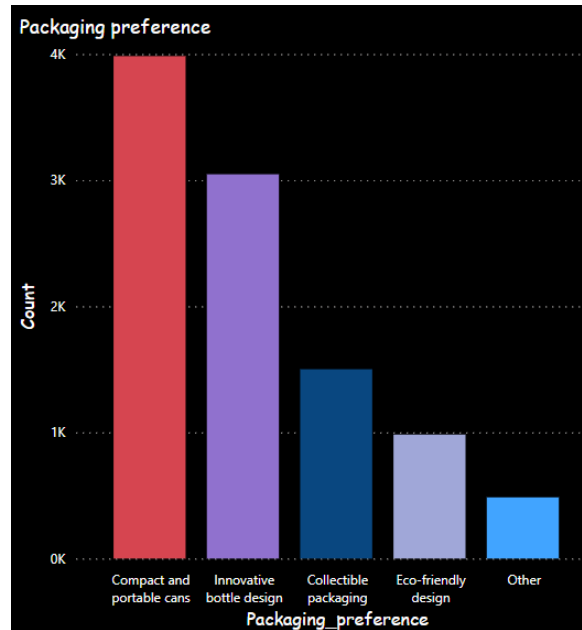
- **Taste Enhancement:** Direct consumer feedback and collaboration with flavor experts can elevate taste profiles.



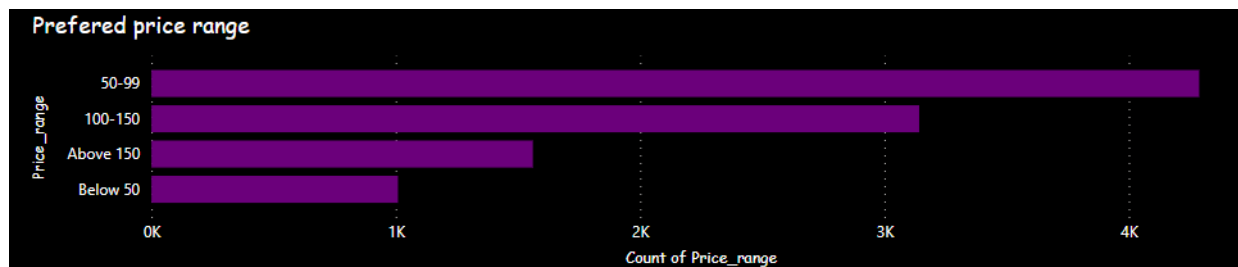
- **Ingredient Enhancement:** Enhancing the Guarana formula and using natural ingredients can differentiate the product and appeal to health-conscious consumers.



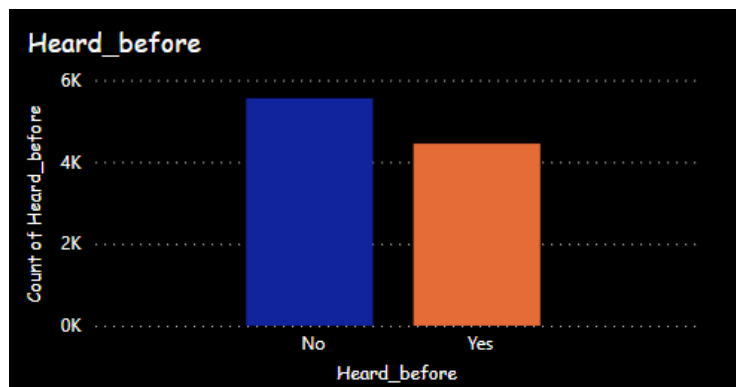
- **Packaging Innovation:** Customizable cans and eco-friendly options cater to consumer desires for collectible and sustainable designs.



- **Ideal Pricing:** The 50-99 rupee price range offers affordability and perceived value.



- **Marketing Campaigns:** Price promotions, influencer marketing, and seasonal campaigns can effectively engage consumers and boost sales.



- **Brand Ambassadors:** National icons like Babar e Azam or Shoaib Akhtar, with their vast reach and fitness association, can be powerful brand ambassadors.

- **Target Audience:** Health-conscious individuals with active lifestyles and students/young professionals represent the primary target audience due to their consumption habits and lifestyle choices.

Conclusion:

By understanding these key consumer insights and market trends, we can develop targeted strategies to strengthen brand perception, expand reach, and achieve sustainable growth within the energy drink industry.